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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/666,235	09/21/2000	Shaun Astarabadi	81087-250501	9216

27496 7590 08/30/2004

PILLSBURY WINTHROP LLP  
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SUITE 2800  
LOS ANGELES, CA 90017

EXAMINER

JAROENCHONWANIT, BUNJOB

ART UNIT	PAPER NUMBER
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2143

DATE MAILED: 08/30/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

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<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/666,235	ASTARABADI ET AL..	
	<b>Examiner</b>	<b>Art Unit</b>	
	Bunjoo Jaroenchonwanit	2143	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 08 June 2004.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 29-42 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 29-42 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

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**Attachment(s)**

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

1. Claims 29-42 are pending for examination.

***Claim Rejections - 35 USC § 103***

2. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.
3. Claims 29-42 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Shapiro et al. (US. 5,991,810) and Rhoads et al (US 2002/0090114).
4. Regarding claims 29, 33, 35, 40 and 42, Shapiro discloses the method comprising:  
receiving a request, at a local server, for retrieval of media content from the subscriber utilizing the client computer (proxy server, at the intranet receiving request from client, abstract);  
transmitting the request for the media content to a remote server, the request including encoded data identifying the subscriber (proxy server validates the request by checking appended user name, abstract); and  
receiving digitized content from the remote server at the local server, the digitized content including a combination of the media content requested by the subscriber and the encoded data identifying the subscriber (the proxy retrieve content from remote server, abstract).  
Shapiro does not explicitly disclose the digitized content received from the remote server including a combination of the requested media and encoded data identifying the subscribers.  
In an analogous art, Rhoads discloses an inventive concept that directly related to embedding, encoding or watermarking information object, which includes user information with the media content (Fig 1-7, paragraph 13-4, 17-18, 36-38, 40-42, 34-36, 86, -90, 95-98, 100, 105-107), in order to allow the content provider to manage or control the content recipient. Thus

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it would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify Shapiro inventive concept with Rhoads inventive concept in order to embed information in multimedia data stream. In order to enhance system capability, such as enabling a server to control and manage the client device through the embedded information.

5. Regarding claims 30 and 37, Shapiro-Rhoads discloses, an agent process on the local sever transmitting the digitized content to the subscriber at the user computing device, the digitized content including the media content requested by the subscriber and the encoded data identifying the subscriber (Shapiro, proxy transmit content to client, abstract).

6. Regarding claims 31 and 38, Shapiro-Rhoads discloses, storing the digitized content on a dedicated partition of a disk drive, the digitized content including the media content requested by the subscriber and the encoded data identifying the subscriber, the dedicated partition of the disk drive being inaccessible by the subscriber utilizing the client computer (Shapiro, the proxy store the content in cache and is accessible by authorized user, abstract, Col. 25, lines 26-35).

7. Regarding claims 32 and 39, Shapiro-Rhoads discloses, removing the digitized content from the dedicated partition of the disk drive once a subscription period has expired (Shapiro, proxy deleted expired content, Col. 6, lines 4-12).

8. Regarding claims 34 and 41, Shapiro-Rhoads discloses the invention substantially as claimed, but does not explicitly disclose, using account number as part of data identifying

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subscriber. However, identifying user by account number was well known and commonly practiced in the art. It would have been obvious to one of ordinary skill in the art at the time of the invention was made to modify a system that capable of identifying its users or subscribers by name to identify its users or subscribers by account number. Because, changing content from name to account number does not require any inventive concept. It is a mere change of content, or making alias of user name, which can be done as users level. The motivation of doing would be improving users privacy.

9. Applicant's arguments with respect to claims 29-42 have been considered but are moot in view of the new ground(s) of rejection.

10. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

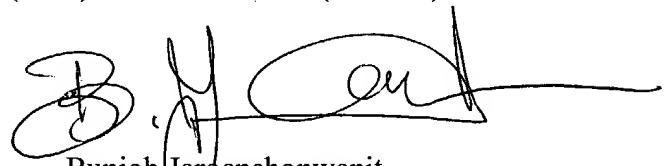
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11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Bunjob Jaroenchonwanit whose telephone number is (703) 305-9673. The examiner can normally be reached on 8:00-17:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David Wiley can be reached on (703) 308-5221. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free)?



Bunjob Jaroenchonwanit  
Primary Examiner  
Art Unit 2143

/bj  
08/12/04

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